

NHTSA/GHSA National Strategic
Communications Forum
2011

Earned Media in Washington State

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Washington State
What are you going to hear about?

- Background for context
- Recent evolution of earned media
- Measuring & evaluating earned media
- Surprise | annual attitude, knowledge & awareness (AKA) survey
- Final thoughts



State background

- 7 Million Population | 3 media markets
- TSO | Washington Traffic Safety Commission
 - Established in 1967
 - Independent agency
 - Chaired by governor | plus 9 agency heads & reps
 - Staff of 19
 - Total budget approx. \$12 million/year



Washington state resources

- Target Zero: The Plan (Strategic Highway Safety Plan)
 - 98 Organizations
 - Develop vision & goals
 - Collect and analyze data
 - Data-driven, evidence-based
 - Set priorities
 - Use proven strategies or unproven strategies with strong evaluation component



Evolution | earned media shift

- Click It or Ticket (WA 2002)
- Concept of High Visibility Enforcement (HVE)
- Earned media part of a proven strategy
- WA “proven strategy”
media buy dollars = enforcement dollars
- 2010 Observational seatbelt survey
 - **97.6%** use rate



Evolution | news releases (2009 & 2010)

- National roll ups by WTSC | 24 versions
- Sustained
 - X52 | Extra Patrols Every Week
 - TZMs | six regions > four regions
 - Anecdotally very successful in placements
 - Reporting form not successful



Last year 2010 v. current year 2011

- Earned media \$185,000 > \$98,000
 - Reduced 53%
- Paid media \$1,315,000 > \$325,000
 - Reduced 75%
- Result |
not following the WA “proven strategy” of
media buy dollars = enforcement dollars



Comparison of impending patrols new releases

Holiday 2010 v. St. Patrick's 2011

Same

- Program: impaired driving
- Identity: Drive Hammered — Get Nailed
- Same contractor individuals
- Same county assignments for contractor staff
- Money spent on impending (difference = \$132)
- Valuation system to determine ROI
- Counties pitched (exception: no Okanogan on Holiday)



Different

- Length of enforcement (H = 39 days, six weekends | SP = 10 days, two weekends)
- Media outlets associate the Holiday season with impaired driving, and are looking for stories. St. Patrick's Day has less of an impaired driving connection. Also, March is sports-heavy month.



Results

Campaign	Pitched	Picked Up	News Story	PSA	Web News
Holiday	330	216	316	3,255	61
St. Pat's	109	79	110	0	26



ROI | return on investment on hard costs

News Release	Value	Hard Costs	ROI
Holiday Impending	\$377,841	\$9,143	41 : 1
St. Pat's Impending	\$37,620	\$9,275	4 : 1



2010 Attitude, knowledge & awareness survey

- 'Where did you see or hear about enforcement by police?' (dui, speeding, seatbelts)
- Television, radio, newspaper, friends or family, online news story, online advertisement, gas stations, online video games, other



2010 Attitude, knowledge & awareness survey

- What type of media works best for each age group?
- Age 18-34
 - DUI: #1 is Radio
 - Speeding: #1 is Radio
 - Seatbelts: #1 is Radio



2010 Attitude, knowledge & awareness survey

Our primary target demographic for dui, speeding and seatbelts is learning about HVE not through earned media, but through paid media.



Later this year & next year

- Make use of our earned media analyses
- Make use of the AKA survey results
- Return to WA “proven strategy”
media buy dollars = enforcement dollars
- Two pilots for earned media
 - TZM-authored and X52-revisited
- Expand library of social norming radio spots
- waTikiLeaks.com pilot with TZT TZMs



Final thoughts

- What does a communications SWOT analysis for your state tell you?
- What data are you collecting -- could you collect -- and analyze?
- How does earned media fit into your state's communications Big Picture?
- Thank you!